



# Tobacco Tid-Bits

Southwest Washington Health District

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"When I think of what I do, it's truly, truly fulfilling — what we are blessed with doing here is helping others transform their lives and thoughts, and what is better than that?"  
— Kathy Nago



## Check out QuitLine.com

If you have not had a chance to check out the new Washington tobacco Quit Line web site, you really should. According to the web site, the latest research shows that calling the Washington Tobacco Quit Line improves the success of the quitter by 20%. Smokers who are nervous about making the call can log on first and learn what to expect when they call – including listening to audio from an actual call, seeing pictures of the call-taker specialists (example above), reading about success stories and learning about the next step after quitting. The Quit Line offers • private counseling and support • a quit plan designed specifically for you • skills to help you succeed in quitting • information on other resources, insurance benefits and programs available in your area • and a tobacco quit kit sent to you by mail. And beginning April 3 the state will launch a youth Quit Line. This Quit Line will have the same phone number as the adult line but with youth-oriented operators, counseling and materials. [www.QuitLine.com](http://www.QuitLine.com)

**Quit Line**  
**877-270-STOP**  
**877-2 NO FUME**  
**1-877-777-6534 (TTY)**  
**[www.Quitline.com](http://www.Quitline.com)**

## Quit Line Calls

Promoting the Quit Line through community businesses appears to play a big role in increasing the number of calls it receives. Skamania County had no calls between 7/1/01 and 9/30/01 but after the Health District partnered with three businesses there to promote the Quit Line the number of calls jumped to 9 between 10/1/01 and 12/31/01. Skamania County and Dolce Skamania Lodge placed brochures about the Quit Line in employee paychecks and Stevenson High School placed Quit Line information in 375 student report cards as well as a counseling newsletter. Quit Line data indicates that over 65% of callers said they learned about the Quit Line through brochures and newsletters.

## Youth Who Use Tobacco - DOH Wants to Talk to You

The Department of Health is creating new advertising that will launch in September. This campaign will focus on promoting the new youth Quit Line. They want to talk to youth who use tobacco to learn what services teens want, what media they pay attention to, how the message should be delivered. If you know youth who smoke and are willing to answer these questions via a phone survey, contact Theresa Cross 360.397.8215, [tcross@swwhd.wa.gov](mailto:tcross@swwhd.wa.gov).

## Kick Butts Day

Kick Butts Day is fast approaching, April 3, and many local youth groups have activities planned. In Stevenson, the Rock Creek Center will play host to a Battle of the Bands Kick Butts Dance. The dance is free for local middle and high school students with a Fort Vancouver Regional Library card (see calendar). The theme for this year's event: TAKE CHARGE— SHUT OUT BIG TOBACCO LIES. For Kick Butts Day ideas, log onto [www.kickbuttsday.org](http://www.kickbuttsday.org)— and if you already have an event planned, share it with James Lanz at the Health District so we'll have a better idea of how Kick Butts is being celebrated in our community. James can be reached at 360. 397.8416. Many schools are celebrating Kick Butts day during the week of April 8-12 to avoid Spring Break conflicts.

## World No Tobacco Day



On May 31st the World will celebrate World No Tobacco Day. The theme for this year's event is: TOBACCO-FREE SPORTS— PLAY IT CLEAN. If you are interested in planning an event for your school or organization, contact James Lanz: 360.397.8416. World No Tobacco Day is sponsored by the World Health Organization.

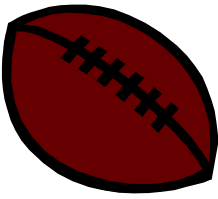
[www.tobacco.who.int](http://www.tobacco.who.int)

## Youth - Are You Listening?

One of the best ways to get the attention of young people is to play your message on the radio station they listen to. The next wave of tobacco advertising will hit two popular youth stations: **KKRZ Z100** and **KXJM 'Jammin' 95.5**. Using the projected savings from the first quarter, DOH is putting money back in media aimed at youth.

## Philip Morris Runs Fewer Ads

Philip Morris, one of the nations biggest cigarette manufactures and advertisers, has announced that it will reduce the number of magazines it advertises its cigarettes in this year, according to the *Chicago Tribune* (02/01 edition). The company has long been under fire by tobacco prevention advocates for targeting youth in its advertising practices, but a spokesperson for PM says it is simply a cost cutting business decision.



## Tobacco Messages Makes a Touch-Down at the Super Bowl

Fans enjoying the nation's top televised sporting event also got a lesson on the dangers of tobacco smoke. For the first time ever, TRUTH (the anti-tobacco campaign for teens) ran two ads during the Super Bowl. One commercial, "squadron," debuted on game day. Beach-goers look up to an entire sky full of airplanes pulling banners listing many of the 599 substances found in a cigarette. The other, "ratman," shows an overgrown mouse emerging from a New York subway to die. The message scrawled on a piece of cardboard beside him: "There's cyanide in cigarette smoke. Same as rat poison." Both commercials emphasize the message to teens "Knowledge is contagious, infect truth." Watch them on the TRUTH web site: [www.truth.com](http://www.truth.com)

## Learning About Secondhand Smoke

Health Educator Pam Walker recently teamed up with 8th grader Jill Yuzuriha from Pacific Middle School to help educate students about secondhand smoke. Pam and Jill spoke to 50 6th graders from Carson Elementary School in Skamania County about "Protecting Children from Exposure to Secondhand Smoke." Secondhand smoke litter bags and materials were handed out to the students. "They were an attentive and enthusiastic group," said Pam. "Based on their questions they seemed interested in secondhand smoke and its affects on their health."

## Tobacco Prevention on C-Tran Buses?

You may soon see tobacco prevention messages pasted on the sides of C-Tran buses. C-Tran will reconsider its current bus advertising policy, which does not allow non-commercial advertising. The Department of Health is willing to pay \$60,000 to advertise on the C-Tran roaming billboards. The C-Tran board will reconsider their advertising rules at a meeting in April.

*The Columbian.*

## Teaching Tobacco Prevention in Math Class

Health classes don't have to be the only classroom forum for tobacco discussions. Some teachers are incorporating tobacco prevention lessons into math classes. Wondering how that adds up? Easily— according to Christina Christensen, a student teacher in the Evergreen School District. She posed this math problem to her class: A man smokes 6 packs of cigarettes a day. How many cigarettes did he smoke in one day? There are 20 cigarettes in a pack  $\times 6 = 120$ . There are 24 hours in a day and the man sleeps 4— so he smokes 20 hours a day.  $120 \text{ cigarettes} \div 20 \text{ hours} = 6 \text{ cigarettes an hour}$ . So he smokes a cigarette every 10 minutes in order to smoke 120 in a 20 hour period. The students reacted with "OOOOH" "That's gross," "That's disgusting," (throughout the entire classroom). Then Christina said one student asked "What happened to the guy?" She replied, "He died— so I don't want any of you to even start smoking. You can make responsible choices right now."

## Calendar of Upcoming Events

- Mar. 01** Minority Health Conference Broadcast, Portland State University – Urban Building room 204, 11 AM -12:15 PM. Contact: Stephanie Farquhar, PSU 503.725.5167
- Mar. 6-7** Social Marketing Workshop – 9 AM-4 PM. Water Resources Education Center, Vancouver. Cost \$40 - includes two lunches and training materials. **This is full** – just a reminder. Contact: Theresa Cross 360.397.8215 x3178
- Mar. 12** Tobacco Prevention and Intervention Progress Report: A Dialogue – Water Resources Education Center, 3-5 PM Contact: Janet Charles 360.397.8438
- Mar. 12** Developing and Implementing Effective Tobacco Policy in Schools training, 8:30-2:00. Contact: Paul Davis 360.750.7500 x303
- Mar. 12** Multnomah County Tobacco Prevention Coalition meeting, 11-1 PM. Contact: Erik Vidstrand 503. 988.3663 1 x 8805
- Mar. 19** Cessation Task Force meeting. Southwest Washington Medical Center Memorial Campus, Health Connections Library 100 E 33rd Ave, Vancouver, 2:30-4 PM. Contact Pam Johnston 360.750.7500 x133
- April 1-5** Public Health Week.
- April 03** Kick Butts Day! Check web site for more details. [www.kickbutts.com](http://www.kickbutts.com)
- April 05** Battle of the Bands Kick Butts Dance, Rock Creek Center, 710 SW Rock Creek Drive, Stevenson. 8-11 PM. Contact: Trish Segal 360.759.4800.
- April 8-12** This week is recommended for observing Kick Butts day in order to avoid spring break conflicts
- April 19** TAP – Contemplative Cessation Curriculum training, 8:30-3:30. Contact: Pam Johnston 360.750.7500 x268 x133
- April 11** Schools Task Force meeting – 7:30 AM. SWWHD Garden Room. Contact Theresa Cross 397.8215 x3178
- April 30** Media, Minors, and Manipulation – Media Literacy In-Service for School Staff, 8:30-3:30. Contact: Pam Johnston 360.750.7500 x133